



- Goldwater returns cable bill to Congress
- Pay TV launches in Canada
- SMATV ops conclude first association meet
- Research outlines viewers' spending habits

CableVision™

The news and features weekly of the cable television industry

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C-SPAN presents the President

TEXAS
SHOW
'83

PLUS Nashville Network
Religious video

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Bruce Hoerfel

Close-up on Reagan

President Reagan made the first exclusive appearance by a U.S. president on C-SPAN when he appeared on the public affairs network's *Students and Leaders* program. Reagan answered questions from high school students visiting Washington, D.C., as part of a CloseUp Foundation government studies program. The president said he would like to appear on C-SPAN in the future. **Leading the week, pages 17-26.**

Goldwater bill resurrected

Sen. Barry Goldwater (R-Ariz.) introduced a wide-ranging cable bill similar to last year's S. 2172. **Leading the week, pages 17-26.**

Networks' ambition

Comments filed with the Federal Communications Commission last week propose a rule-making to permit the three broadcast networks to enter the program syndication business. But independent producers say that will put them out of business. **Leading the week, pages 17-26.**

HBO signs Burnett, Taylor

Carol Burnett and Elizabeth Taylor will co-star in *Intimate Strangers*, a new HBO made-for-pay movie. It is the first time the two stars will perform for cable, and the first time the actresses will have worked together. **Leading the week, pages 17-26.**

Great White North gets cable

Pay television begins in Canada this week, presenting profit opportunities to Canadian operators, and possibly a new market for American programmers. **Leading the week, pages 17-26.**

Hardware hard times

Several leading cable hardware suppliers reported lower earnings, reflecting the effects of poor markets last year on segments of the industry. **Leading the week, pages 17-26.**

Black achievers spotlighted

WTBS, Nickelodeon present special documentaries, events and other programs in celebration of Black History Month. **Page 41.**

Bristol-Myers' spin-off

Health and fitness magazine will promote *Alive And Well*, the daily USA Network series Bristol-Myers sponsors. **Page 47.**

Upscale exclusive

Fall 1982 survey shows five networks with viewers who made "impressive" upscale purchases. **Page 49.**

Muscle flexing, SMATV style

SMATV operators, gathered at their first national convention, celebrated recent court victories, addressed the industry's financing constraints and discussed the possibility of competition from their technological adversaries. **Page 51.**

Focus on Texas

Included in this special section devoted to the Texas Show and its host state are statistics on cable in the state, an interview with Bill Arnold, executive secretary of the Texas association, listings of the MSOs and service and supply companies headquartered in the Lone Star state, as well as the Texas show agenda, exhibitors list and booth floor plan. **Page 73.**

MPAA's feisty advocate

Fritz Attaway, a self-described legal technician and "not a lobbyist," won recent victories against cable interests before the Copyright Royalty Tribunal. Now, he's fighting signal piracy. **Page 147.**

About the cover

President Reagan, appearing on C-SPAN and photographed by Shannon Matheny, is inset in a photograph provided by Stock Imagery of Denver of the Tower of Americas in San Antonio, site of the Texas Show.

This week in PLUS

This week, *Plus* changes to a biweekly format—one week of programming alternating with one week of operations. It's fitting that in launching a new *CableVision Plus* we discuss the launch of a new network: The Nashville Network. TNN promises to be a class act, with programming to please both country and city folk alike. Any ad-supported network is a gamble in today's economy, but TNN is confident that it will win over not only an audience, but also sufficient advertising. Madison Avenue agrees in theory, but only time will tell. . . . Religion on cable means more than fire and brimstone. In fact, programmers at religious networks are expanding their formats to include even sitcoms and soap operas. The goal is to reach more people and develop a broadbased appeal. **Pages 83-106.**

Advertising

Upscale exclusive

Fall 1982 survey shows five networks with viewers who made 'impressive' upscale purchases

NEW YORK—Fall 1982 statistics on consumer media and product usage habits, provided exclusively to *CableVision* by Mediarnark Research Inc., reveal five leading cable networks with impressive percentages of viewers who made "upscale" consumer purchases.

Upscale products and services included new domestic and foreign cars, air travel and personal care products.

MRI measured product usage in 11 categories for total adult, men and women viewers of CNN, CBN, ESPN, USA and WTBS. The company conducts 20,000 interviews annually, 10,000 during each six-month "wave."

The statistics also suggest that the general target audiences of the five networks are comparable to each network's overall programming strategy. For example, female viewers of CBN and USA are

generally more likely to purchase complexion-care and hair-spray products than women viewers of ESPN or CNN.

Similarly, viewers of CNN are more likely to have made a domestic trip by airplane or bought domestic or imported wines than viewers of CBN.

The MRI data reveals that new domestic car purchases and consumption of beer are leading product categories on all five networks. More than 40 percent of viewers to all five networks bought new domestic cars in 1982. On four of the five networks, more than 60 percent of male viewers are beer drinkers. The exception for beer is CBN, where only 43 percent of the male viewers reported beer consumption.

The product usage data also indicate the likelihood of specific product purchasers watching any of the networks. For example, while 43 percent of CNN viewers bought a

new domestic car in 1982, only 6 percent of the total number of new car buyers watched the 24-hour news channel. Alain Tessier, president of MRI, said that the information in these statistics provides a "detailed description of target audiences." These descriptions are used by media buyers and advertisers in planning advertising schedules. The product usage research is important to cable networks because it indicates the relative quality of their viewers. While a given network may only get a 1 rating in its universe, that network's viewers may be more likely to purchase a given advertiser's product. Therefore, a buy on that network might be as valuable—if not more so—than purchasing a broadcast network or program with more total viewership.

MRI started asking questions about cable viewing last year. In its biannual survey, the company asks respondents about which of 22 basic and six pay services they view, how long they have been cable subscribers and the name of their cable company. In its latest "wave" of questioning, MRI will add a question on how much time respondents spend watching each network. —David Stoller

Network viewers' purchasing trends

Product type (all percentages rounded off)

Network	Domestic car bought new	Foreign car bought new	Domestic travel by plane	Domestic wine	Imported wine	Beer drinkers (male only)	Complexion care products (female only)
	viewers of/buyers of	v/b	v/b	v/b	v/b	v/b	v/b
CNN	43.7/6.1	12.2/6.7	27.6/8.0	37.6/6.5	26.7/8.0	67.2/6.5	60.4/4.5
CBN	47.1/3.0	9.0/2.2	17.2/2.3	25.4/2.0	13.9/1.9	43.5/1.4	66.5/3.2
ESPN	42.5/10.0	13.2/11.8	19.0/9.3	35.7/10.5	23.6/11.9	64.4/11.4	58.3/6.6
USA	40.0/3.6	13.3/4.5	21.6/4.1	28.7/3.2	25.7/4.9	61.9/3.9	65.5/3.1
WTBS	43.4/12.4	9.9/10.7	19.7/11.8	28.7/10.3	17.8/10.0	61.7/10.8	55.5/10.0

Source: 1982 Fall MRI

CAB refutes TvB

Rebuttal cites statistics CAB says misrepresent cable growth and penetration

NEW YORK—The Cabletelevision Advertising Bureau accused the Television Advertising Bureau of "misrepresenting" cable statistics in a document distributed to TvB members entitled "Cable TV—Target Selling."

The TvB document states that "what you hear and read about cable is probably right—but most of what you hear and read about cable advertising is probably wrong" and presents a series of statements and charts to support TvB's point that cable is no competitive threat to broadcast television in advertising clout or efficiency.

The CAB rebuttal, "Successful Cable Selling," is being sent to its members to use

when confronted with the TvB literature.

"While it is nice to know TvB acknowledges that cable is enough of a threat to warrant these attacks, it is important that it be rebutted promptly," said CAB President Bob Alter.

The TvB presentation disputes the CAB's estimates of cable penetration. "The number of cable homes depends upon whom you ask," states the document.

The CAB counterattack states that the most widely accepted figure of cable penetration rates used in the advertising community are by A.C. Nielsen, which in November 1982 estimated a 35 percent cable penetration, representing 29,340,000

cable homes.

The TvB document projected 1990 cable penetration at 48 percent. The CAB response: "Too low." Using third party sources, including projections made by three leading advertising agencies, the CAB states that cable grew 315 percent from 1972 to 1982, and that penetration is growing at a rate of 350,000 homes per month.

The three ad agencies' estimates of 1990 cable penetration used in the CAB rebuttal are from D'Arcy MacManus & Masisis (64 percent), Doyle Dane Berabach (60 percent) and Foote, Cone & Belding (60 percent).

The CAB also disputes the TvB's argument that only 11 percent of cable systems now accept advertising. The CAB claimed that percentage is out of date, and that the TvB did not include the rep firms, interconnects and MSOs that sell ads for systems.

Big show down in Texas

Texas association gears up for exhibitor/operator-oriented cable TV show

SAN ANTONIO, Texas—"Getting down to business" is the unofficial theme of the Texas Cable Television Association's 23rd annual Texas Show, set for Feb. 2-4 in San Antonio. And by all indications, the business of cable in the Lone Star state appears healthy.

Not only are the numbers of systems and subscribers on the rise statewide, but also the number of service and supply companies headquartered in Texas. As W.D. "Bill" Arnold, executive secretary of the Texas association, points out in the following pages, despite the economy and effects of unemployment, the business of cable is very much alive and exciting in Texas.

Texas show exhibitors are expected to number 193, compared to 187 in 1982. Arnold, credited the increase both to the growth in the cable industry and to word of mouth. "Other vendors may have become convinced that perhaps they're missing a good shot at their audience and market crowd by not being here," Arnold said.

Arnold expects 2,500-3,000 registrants, mostly from Florida, Puerto Rico, Mexico, Louisiana, New Mexico and south central states.

At the 100,000-square-foot San Antonio Convention Center, setup will begin on

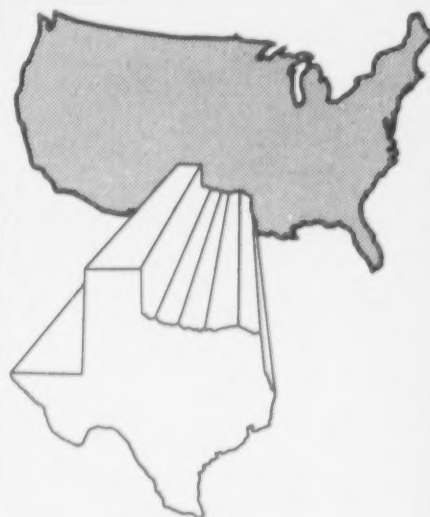
Tuesday, Feb. 1, at 8 a.m. Golf and tennis tournaments will take place that evening and Wednesday morning and afternoon. The exhibition hall will open at 2 p.m., and the day will end with a Texas-style barbecue and dance, where Lynn Anderson is scheduled to entertain, courtesy of Showtime.

Participants will also compete in a "High Noon" trivia contest based on the movie starring Gary Cooper.

Wednesday is dedicated to business seminars. The exhibition hall opens at 9 a.m. and the seminars begin at 9:15 a.m.

Seminars will address marketing, franchising and technical subjects. U-A Columbia's Bob Luff will moderate a session titled "The Great Converter Shoot-Out." Many sessions will deal with the management and selling of a cable system. "Ad Revenues—Ways to Generate" and "Staff Training: The Future of Service and Sales" are two seminars that may provide ideas for those interested in personnel management and marketing. Each session lasts an hour, and lunch will be served between the second and third sessions, at which time American Airlines' Jack Jackson is scheduled to speak.

Among the speakers scheduled to make



Looking for ...

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Arnold Q & A	p. 107
Texas MSOs	p. 121
Texas Show agenda	p. 128
Booth guide	p. 132
Floor plan	p. 138
Lone Star companies	p. 140

Texas statistics

Number of systems	472
Number of communications served	742
Basic subscribers	1,710,197
Homes passed	2,882,304
Pay units	735,721

Source: CableFile



an appearance are: Ted Turner, Turner Broadcasting; J.E. Mankin, president, Texas Cable TV Association; David D'Aquila, Home Box Office; Jack Haire, Warner Amex Satellite Entertainment Co.; and J.C. Sparkman, Tele-Communications Inc.

After the President's Cocktail Reception at 6 p.m., attendees are invited to a Comida Mexicana—a Mexican dinner—at which B.J. Thomas will entertain, courtesy of HBO.

After a Women In Cable breakfast Friday morning, the exhibition hall will open at 9 a.m. and will close at 1 p.m.

Arnold says the Texas Show is more exhibitor-oriented than the other big shows. He said the show "probably has a larger proportion of actual system operators and technical personnel who attend this than do some of the larger shows that tend to draw a middle management group of attendees." This being a large, but still regional show, many who are unable to attend the Eastern, Western and NCTA shows can come.

The Texas Show also serves as a test run

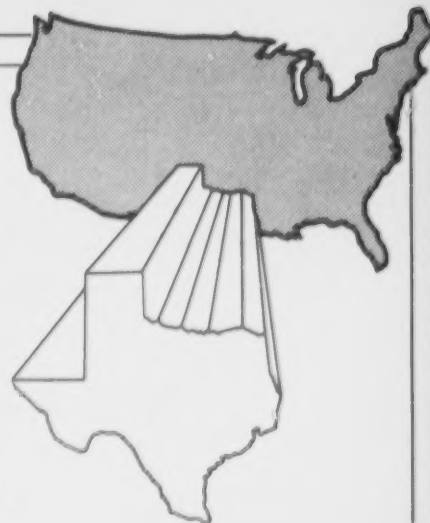
Focus on Texas

for companies before the National Show. Arnold said several vendors use the Texas Show when they want to try something new, see what the reaction is without a lot of ballyhoo, and then decide whether to make a splash with it at the next big show, which is the NCTA.

The format of having one day of business and two other days of the convention taken up mainly with exhibiting leaves a lot of time to browse and talk with other exhibitors and attendees. "The exhibitor is able to spend time and visit with those folks who have some degree of influence on the product bought or not bought," said Arnold.

On Wednesday morning, before the show begins, two private programs are scheduled. Paul Kagan's seminar, "The Economics of Addressability," runs 9 a.m.-5 p.m., with 10 representatives from various cable systems participating.

CTAM will sponsor its Track Day also on Wednesday. Track A is titled "The Untouchables: Can They Be Reached." Track B is "Opportunities for Profit," and Track C, "Tactical Selling." Dean Waite, CTAM executive director, said the tracks, especially A and B, were designed for the typical Texas operator, a small system operator with fewer than 20 channels. "Because of their relatively small size in



both channel capacity and subscribers, they had a fairly homogenous viewpoint toward marketing issues and needs as far as marketing issues are concerned," he said.

Both these programs will end shortly



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Focus on Texas



Aerial view of San Antonio.



after the exhibition hall opens Wednesday afternoon.

There will be no big surprises on the Texas association's part or, as far as can be known now, on the part of any exhibitors. Arnold said the show is essentially the same as it has been in the past, and that they "haven't tinkered with it very much."

"We won't have anything unusual or the girl jumping out of the cake," he said, "just kind of the routine, if you will, good Texas trade show and convention."

—Patricia Major

(Texas focus continues on p. 107.)



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Stepping down from the pulpit

Religious networks want to reach their subscribers, not just preach to them

By Simon Applebaum



There's more to religious television than preaching and teaching. That is the belief of many executives at national religious cable networks these days. More than ever, the programming password is diversification.

The convention of the National Religious Broadcasters in Washington D.C., (Jan. 26-28) likely will be a catalyst for dialogue between networks and program suppliers on just that subject. Program directors are expected to urge suppliers to steer away from total reliance on pulpit-bound series and try different formats, such as the talk show, situation comedy, drama, public affairs and soap opera.

Program directors interviewed by *CableVision Plus* prior to NRB had two objectives in calling for more variety: to create differentiation among services and to develop broad based audiences.

With the growth of cable, religious producers have found a way to reach viewers that is less expensive than local TV stations. One half hour of PTL Satellite—The Inspirational Network costs \$1,000 and reaches a potential 6.5 million households. National Christian Network, with more than 1.2 million homes, charges \$350 per half hour.

CBN Cable Network was the first organization to attempt all-religious cable programming in 1976, via a transponder on the now-dormant Satcom I Satellite. It is now the industry's third-largest basic cable service in subscriber count, with access to nearly 20 million homes. Sixteen months ago, CBN changed direction from noncommercial to mostly ad-supported shows (*CV Plus*, 4/26/82, p. 5), leaving less than 50 percent devoted to religion.

PTL Satellite and Trinity Broadcasting System, which followed CBN as 24-hour cable services in the late '70s, continue in an all-religious pattern. PTL operates on Satcom III-R while Trinity, reaching 2.3 million homes, transmits over Satcom IV. National Christian Network, also on Satcom IV, schedules 6 a.m. to 8 p.m. daily. Eternal Word Television Network, on Satcom III-R, runs for four hours each evening, blending its spirituality with *Lassie*, *My Little Margie* and other family favorites culled from broadcast TV's past.

There is also National Jewish Television, a three-hour Sunday afternoon ad-supported basic network. NJT covers its religion, as well as Jewish culture and history, through public affairs, entertainment



and news formats. That service has 1.2 million households.

Sermon's over

"It is no longer possible to follow a preaching show with another preaching show just to fill up the time," explained Ray Kassis, National Christian Network president.

"Right now, we probably have 60 percent of our schedule preaching and teaching," said PTL program director Jay Babcock. "I'm not happy with that. I'd like to be at a good balance; 30 percent preaching, the rest different formats through the schedule."

Tom Rogelberg, CBN Cable's operations vice president, traced the problem to the roots of modern religious broadcasting. "The people who are in television evangelism have mostly come out of a radio program background first, using the tradition of church services. There's more of a reluctance on the part of the ministries involved to do something other than what they've known in the past. They need to be convinced to get in on this."

What variety exists on religious cable, generally, is produced by the networks themselves. And in recent months, the networks, along with mainline denomination groups like the Seventh-Day Adventist Church and the National Council of Churches, have started to consider additional ways to fund quality religious fare that, in some circles, breaks precedent.

An early example of program

CBN's "NewSight '83" (above) was a pioneer in program diversity. "Treasures out of Darkness" (below left) and "Praise the Lord" (above left), both on TBN, are at either ends of the religious programming spectrum.

diversification, now on CBN Cable's Sunday schedule, is *NewSight '83*, produced by broadcasting students at CBN University, the network's educational center in Virginia Beach, Va., since 1979. News keyed to religious events is the program's focus.

Operating on a yearly budget of \$35,000, *NewSight* involves 40 graduate students in CBN's news production course each semester. Under the direction of the show's creator, executive producer Bob Schihl, the students write, produce and anchor the program, helped by religious news wire services, film sources and celebrity guests in town to appear on *The 700 Club*, CBN's talk-variety program.

Each episode includes five segments, known as "sights." Up front is the major religious news story of the week, which can run from a trip by Pope John Paul II to President Reagan speaking on a proposed school prayer amendment before the Knights of Columbus. A feature story, produced on location by CBN news, follows a brief roundup of

other major stories. Earlier this month, Schihl sent a student to Lebanon to capture that country's mood in the aftermath of fighting in Beirut. A fourth segment alternates between in-studio interviews and "CrossTalk"—mini-debates on controversial topics. A humorous essay or news item concludes the program.

Schihl started *NewSight* on CBN after doing a similar program in the early 1970s on WGR-TV, Buffalo. Transferring the idea to cable was a struggle, he said. "There was no model on cable. No one did it before. The question is whether we can be objective or not, since we're a religious organization. People even now, say, 'How can you do a religious newscast on CBN? We have to go out of our way and do it. We need to exercise balance, not only in all denominations, but among all religions. It's not easy, I guess. Then again, it's not easy to do a regular newscast.'"

At times, *NewSight* runs pieces that tackle aspects of religion that might make some CBN executives uneasy. So far, censorship has been nil. "No problems," Schihl claimed. "Not a single one. If we've had to criticize a Falwell, we have. We did a piece on Jerry Falwell vs. Norman Lear's People For The American Way campaign. There are times we've questioned the financial accountability of ministries. They've given us the right to speak it."

PTL Satellite looks for support from companies manufacturing religious books, records and other firms. Jay Babcock has the idea under active consideration, but warns that the network won't accept sponsors from everywhere. "We will by no means open this up to the outside world," he said. "We're contacting various people in Christian businesses, getting them to advertise in television rather than print. At the most, if we go ahead with this, we'll do 10 spots a day, mostly in different kinds of shows."

Eventually, secular advertisers might want to target suitable products for religious viewers. "Everyday kinds of products like Coca Cola could go into those kinds of shows," Babcock reasoned. "You don't have to be born-again or saved to drink Coke." Such products, he said, would work well on religious drama, sitcoms, or variety shows.

While PTL examines advertising, Babcock is moving the program schedule toward different formats. An example on the air since last June is *Heritage USA Update*, a

magazine-format series documenting behind-the-scenes activity at the network and personal stories involving PTL viewers.

Appleby produces the show on a \$3,000 to \$5,000 per episode budget using in-house PTL studio personnel to keep costs down. After three days of production early in the week, *Update* runs four times a week.

Update changes its multi-segment look next month for two half-hour shows on the National Religious Broadcasters convention. Appleby plans to send two camera crews to Washington in conjunction with PTL's designation by NRB as the convention's official religious network.

One year ago, Trinity Broadcasting System injected variety into religious programming. Trinity threw out a quarter of its schedule, mostly preaching programs, and set up an ambitious quota: produce 80 percent of its programming. A risky decision, TBN Program Director Terry Hickey said, but the change was necessary.

"We overhauled the entire schedule to get more variety, and to bring Christian television out of the '60s and '70s into the '80s," he explained. "We took out a lot of the shows that had poor technical quality. We took a hard look at our formats. Now we have women's programming in the afternoon hours, followed by children's programming and prime-time variety."

The organization tapped the resources of Los Angeles television station KTBN-TV, one of five owned by Trinity around the U.S., to meet the quota. Earlier in its 10-year history, KTBN, funded by grants and viewer donations, underwent a similar change. "When we got the station, there was little production available beyond the nationally produced evangelists," Hickey said. "In the early days, we had to go for quantity rather than quality."

Some of the original productions on Trinity's lineup: *Joy In the Morning*, a variety show patterned after *Good Morning, America*; *One Way Game*, a children's contest matching teams from two religious schools in a Biblical lore quiz; *Buenos Amigos*, a music showcase for Spanish viewers; and *Venturing into a Child's World*, offering child behavior hints and insights from a psychologist.

Harsh reality

Another Trinity production is *Treasures Out of Darkness*, a 2-year-

Brad Lacey, host of "Heritage U.S.A. Update," interviews a PTL volunteer on the magazine-format show.



old effort which may rank as one of the most unusual religious shows around anywhere. It is a blend of conversation and harsh urban reality, focusing on residents of inner-city Los Angeles who have become born-again Christians after encounters with drugs, alcohol, street gangs, prison life and the like.

Treasures is based on the work of Victory Outreach, a religious group based in Los Angeles since 1968. Its founder, Sonny Arguinzi, is the show's host. His wife Julie serves as the producer. The program grew out of a series of specials Victory produced for TBN during 1979 and 1980.

"The specials received good response, but because it cost several thousand dollars to do, we couldn't afford to do them anymore," Julie Arguinzi says. "Then TBN decided to pick us up for a half-hour weekly show, with them funding it. We didn't want it to be like any other talk program, and we wanted to relate the show to people who don't go to church—prisoners, people on the street."

What makes the show unique—and sometimes unsettling to watch—is its unflinching look at inner-city problems, while documenting a guest's life. To accomplish that, short dramatic re-creations of events in the subject's life are shot on loca-

Religious networks at a glance

Service	Transponder	Systems	Subscribers	Launched	Programming hours
CBN Cable Network	Satcom III-R transponder 8	3,480	19,577,400	4/77	24/day
PTL Satellite Network	Satcom III-R transponder 2	600	6,500,000 (10/82)	4/78	24/day
National Jewish Television	Satcom III-R transponder 16	108	2,312,050	5/81	3/week Sunday afternoons
Trinity Broadcasting Network	Satcom IV transponder 17	235	2,300,000 (11/82)	5/78	24/day
National Christian Network	Satcom IV transponder 7	76	1,256,241	6/80	14/day (6 a.m. to 8 p.m.)
Eternal Word Television Network	Satcom III-R transponder 18	54	782,543	8/81	4/day (8 p.m. to midnight)
*****	*****	*****	*****	*****	*****

Subscriber and affiliate counts are as of 1/1/83 unless indicated.

**—66 percent of CBN Cable's programming is ad-supported, 44 percent is religious. CBN started as an all-religious service in 1977, then changed over to ad-supported programming in Sept. 1981.

tion, often involving the subject. Re-creations also involve members of a subject's family, friends, and a group of volunteers from the ministry. The re-creations are later edited into the program, at specific points in the interview. As a reminder of the subject's experience, still photographs are flashed on the screen, set to religious music at the show's end.

Rather than feel pressure of media exploitation, Arguinzoni noted, subjects are willing to play out their tragedies on camera. "They're so anxious to tell their stories, and get a message across, that they're anxious to participate."

In episodes involving drugs or street violence, often there are graphic sequences that can upset some viewers. Those episodes are prefaced with viewer warnings. There had been no objections from TBN. "I was afraid," Julie Arguinzoni admitted, "because there are times where we show blood, or other things. They have never told us what to put on, or what not to show. They've encouraged us a lot."

On occasion, *Treasures* injects alternative solutions with its religious matter. During the Christmas season, the Arguinzonis ran a two-part program on suicide, involving guest experts from the National Suicide Prevention Center, and people touched by such tragedy.

Similar programs were done on incest, child abuse, heroin, cocaine and prisons.

"There should be a lot more programs like this," said Julie Arguinzoni. "More (religious) people should be out where the problems are, bringing out the needs of these people, and also giving solutions."

Blending faith with sit-ups

The same type of overhaul Trinity managed on its programming last year is around the corner for National Christian Network. In Cocoa, Fla., Ray Kassis said he expects replacement of 60 to 70 percent of the service's current lineup before spring ends. With NCN offering access to religious programmers as long as they don't solicit viewer contributions, Kassis doesn't hide his displeasure with some shows pitching donations repeatedly. Under the impending transition, he asserts, those shows will be the first to be axed.

Unlike CBN, PTL or Trinity, NCN does not produce its own programming, although it maintains a studio in Cocoa available to local religious groups. Remote technical equipment has been ordered, Kassis said, which will position NCN as its own program supplier, initially for documentaries and special reports.

Occupying a late morning period weekdays on NCN is *Shape Up*, which attempts to blend faith with sit-ups and jumping jacks. The show premiered on NCN nine months ago, after building an audience for three years on WCXC-TV, a Chicago religious independent station.

Rob Bernard, the show's producer, acknowledged that the format is a tad offbeat for religion. "But not an inconsistent idea," he said. "It's important to take care of what God gave you."

Bernard's protege is Nancy Larsen, a teacher of exercise classes in local Chicago churches. Along with 20 minutes of fitness during each half-hour segment, Larsen throws in cooking tips, pointers on weight control, and Bible passages. Special segments cover exercises for senior citizens and overweight people. Trinity has its own produced exercise show, *Get In Shape*. NCN also takes another WCXC-originated program, *Bible Baffle*, which like Trinity's *One Way Game*, is out to pit contestants (adults this time) in a test of religious knowledge. "We've got the typical game format with lights and buzzers," Bernard explained, "although we don't give away trips to Hawaii. The prizes reflect a religious slant, like a trip to a retreat."

A scene from "The White Star Garage" episode of "Insight," the Emmy award-winning series from Paulist Productions.



Cable dramatics

Drama, tough to produce because of its high cost compared to other religious formats, nevertheless is available on most religious cable network schedules. But most of the drama comes from productions that use cable as a supplement to local TV stations that often provide free airtime. Produced in many cases by mainline denominations, the product includes *This Is The Life*, the long-running Lutheran Church-Missouri Synod anthology series, *Insight*, the Emmy-winning series from Paulist Productions, and *Westbrook Hospital*, a medical series from Faith For Today, a production unit of the Seventh-Day Adventist Church.

Entering its 11th year this month, *Westbrook* was one of the first drama series to directly solicit cable systems. It has touched upon teenage alcohol, divorce, mental illness, unemployment, senior citizens' rights, disability and other issues.

"We've tried to be different than other approaches [to religious drama]," James Hannum, series executive producer, said. "We try to demonstrate solutions to problems without a lot of God talk."

With *Westbrook* on hiatus this season, its predecessor, *Faith For Today*, is turning its attention toward further involvement with cable, not just as a religious drama supplier, but a commercial programmer. In mind, but not on paper just yet, are thoughts of forming a separate division to produce shows for pay

and basic networks, able to tackle other themes outside *Westbrook's* domain. The organization is approaching the industry cautiously.

"Like everybody else, we're trying to mentally embrace what's happening," Hannum noted. "We've looked very carefully at doing something for HBO or Showtime. We've given some thought to Ted Turner's superstation. The idea is to look hard at the marketplace."

Also under consideration: re-editing *Westbrook* to allow cable systems and networks commercial time for sale. There are two pitfalls in the way: finding enough funds to re-edit the episodes, and assurances from cable that the show plays in a high-visibility time period. "Re-editing could run from \$150,000 to \$250,000. Before we do it, let's make sure that we have an adequate audience to do it," Hannah said. "We don't want the show sitting on the shelf after it's done."

Another attempt at mainline religious programming, this time just for cable alone, is *One In The Spirit*, a consortium project involving the United Presbyterian Church, the Episcopal Church and Disciples of Christ. Going for a broader audience, the magazine-format series bypassed the religious networks and chose Satellite Program Network for its distribution service. The program started Jan. 2.

The Rev. Dave Pomeroy, director of media resources for the National Council of Churches' communications commission, helped develop the program with the three denominations. "We considered

going on CBN or PTL, etc.," he said. "But the groups were concerned about possible restrictions in content, or the networks having final say. The key thing they were looking at (by taking SPN) is that this kind of narrowcast program be on cable as part of general programming mix."

Through *One In The Spirit*, participating denominations have the right to contribute material from member churches for the program at any time. Under the consortium pact, all three groups fund the series equally, and have a say in topic selection. More important, material from local cable systems can be used on the program, a precedent to what Pomeroy hopes will be the laboratory for future religious cable shows. People are beginning to be encouraged on the local level to do it through cable systems, with public affairs shows, drama, documentaries," he said.

Back at the national networks, PTL's Jay Babcock wants comedies, music shows and children's programming to take precedent in religious cable development. Trinity's Terry Hickey is on the lookout for kidvid as well, plus a cooking show, sports and special reports. Going against the grain somewhat, CBN's Tom Rogelberg would like to see more joint ventures in programming, instead of different suppliers trying the same idea. "Many people are doing one kind of program, magazine shows, children's shows, but for the most part, they either don't have the production budget or the expertise that they should have. I'd like to see greater unity among the producers. Instead of dozens of children's shows done on small budgets, let's see them combine and draw upon each other's resources and do one quality show."

If there's a new attitude arising among religious cable programmers as to where their flock should head, PTL's Jay Babcock has the ideal scripture. "If it's a preaching show, we'll look at it. But we've got enough. We've reached a limit. I won't want anything less than the best. And if you think you've finally got the best, you've reached a false high, because there's always something better." ■

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Focus on Texas

Texas MSOs

A listing of MSOs headquartered in Texas

ARENA CABLEVISION CORPORATION (214) 682-5355

P.O. Box 500
Blossom TX 75416
Personnel: Randolph Wright Sr., President and General Manager
Operating Systems: Arena Cablevision-Blossom, Detroit, Reno, Lamar County, Arena Cablevision-Bogata, Arena Cablevision-Deport
Number of operating systems: 3
Total basic subs: 1,830 (as of 08/82)

BETA COMMUNICATIONS INC (806) 998-5362

P.O. Box 549
Tahoka TX 79373
Operating Systems: Beta Communications of West Texas Inc.-Aspermont, Beta Communications Inc.-O'Donnell, Beta Communications Inc.-Tahoka
Number of operating systems: 3
Total basic subs: 1,020 (as of 07/82)
Total pay subs: 701 (as of 07/82)
Total homes passed: 2,150 (as of 07/82)

BROWNWOOD TV CABLE SERVICE, INC. (915) 646-3576

P.O. Box 1149
310 Carnegie Blvd
Brownwood TX 76801
Personnel: John A. Andrews, President
Operating Systems: Brownwood TV Cable-Brownwood, Bangs, Early, Brownwood TV Cable-Clyde, Beard, Brownwood TV Cable-Cross Plains, Brownwood TV Cable-Rising Star, Brownwood TV Cable-Santa Anna
Number of operating systems: 5
Total basic subs: 10,480 (as of 08/82)
Total pay subs: 1,976 (as of 08/82)
Total homes passed: 25,228 (as of 08/82)

BUFORD TELEVISION INC./CABLE DIVISION

(214) 551-4411
P.O. Box 9090
Tyler TX 75711
Personnel: Charles Bowker, President; Robert P. Buford, Chief Executive Officer; Jeff Buford, Vice President
Cable Division
Operating Systems: Broward Cable-Broward County, Fort Lauderdale FL, Bedford Cable TV-Bedford IN, Oolitic IN, Indiana Cablevision Company-Elkhart IN, Elkhart County IN, Goshen IN, Indiana Cablevision Company-Mishawaka IN, Osceola IN, Roseland IN, St. Joseph County IN, South Bend IN, Indiana Cablevision Company-Plymouth IN, Marshall County IN, Indiana Cablevision Company-Rochester IN, Fulton County IN
Number of operating systems: 6
Total basic subs: 76,653 (as of 07/82)
Total pay subs: 33,996 (as of 07/82)
Total homes passed: 120,233 (as of 07/82)

CALCO CABLE CO INC (512) 552-6342

P.O. Box 988
Port Lavaca TX 77979
Ownership: George F. & Marion Rhodes, 80%; Tom Garner, 20%
Personnel: George Fred Rhodes, President; Tom Garner Jr., Vice President; Fred Rhodes Jr., Vice President
Operating Systems: Bloomington Cable Co-Bloomington, Kennedy Cable Co-Kennedy
Other Interests: TV-De-cal cable inc.
Number of operating systems: 2
Total basic subs: 1,259 (as of 05/82)
Total pay subs: 406 (as of 05/82)
Total homes passed: 2,250 (as of 05/82)

CATV, INC. (806) 647-2364

P.O. Box 99



Hwy 24 West

Dimmitt TX 79027
Ownership: Rice, John B., Chairman Of The Board, 21%; Miller, Jack R., President, 21%; Howard, J. A., Vice President, 31%; Schaeffer, Stanley, Secretary/Treasurer, 25%
Personnel: Jack Miller, President; J. A. Howard, Vice President
Operating Systems: Hill City TV Cable Co-Hill City KS, Lenora TV Cable Co-Lenora KS, Logan TV Cable Co-Logan KS, Phillipsburg TV Cable Co-Phillipsburg KS, Plainville TV Cable Co-Plainville KS, Stockton TV Cable Co-Stockton KS, Simmitt TV Cable Co-Dimmitt, Hart TV Cable Co-Hart
Non-operating systems: Oxford NE (425)
Number of operating systems: 8
Total basic subs: 5,465 (as of 05/82)
Total pay subs: 2,008 (as of 05/82)
Total homes passed: 6,035 (as of 05/82)

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Napa, CA 94558
707/255-2010
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Focus on Texas

CATV SYSTEMS, INC.
P.O. Box 581
Lewisville TX 75067

(214) 436-9561

Personnel: Ben Campbell, President; John Rischer, General Manager; Lynn Mullin, General Manager; Bill Gentry, Chief Engineer; Janet Weiman, Sales Manager.
Operating Systems: TV Cable of Bridgeport-Bridgeport; TV Cable of Burkburnett-Burkburnett; TV Cable of Corrigan-Corrigan; TV Cable of Diboll-Diboll; Burke; TV Cable of Electra-Electra; TV Cable of Flower Mound-Flower Mound; TV Cable of Frisco-Frisco; TV Cable of Henrietta-Henrietta; TV Cable of Iowa Park-Iowa Park; TV Cable of Livingston-Livingston; Seymour Cable Television-Seymour; TV Cable of Vernon-Vernon; TV Cable of the Colony-The Colony; TV Cable of Sanger-Sanger.
Number of operating systems: 15
Total basic subs: 15,034 (as of 05/82)
Total pay subs: 10,676 (as of 05/82)

CBS CABLE SYSTEMS

(817) 589-7791

305 Loop E20 Ne
Suite 410
Hurst TX 76053
Ownership: CBS Inc.
Personnel: Joseph W. Hippie III, President.
Operating Systems: CBS/Black Hawk-Hurst; Halton; Keller; Richland Hills; CBS/Black Hawk-Mansfield; Midlothian; Waxahachie; Everman.
Other Interests: TV Stations; Radio Stations; Publishing Companies; Manufacturing Company.
Number of operating systems: 2
Total basic subs: 17,938 (as of 07/82)
Total homes passed: 44,535 (as of 07/82)

COLUMBIA COMMUNICATIONS CORPORATION

(713) 782-9650

6009 Richmond Ave.
Suite 200
Houston TX 77057
Personnel: Harold Goldstein, President; R. Alan Rudy, Vice President.
Operating Systems: Columbia - North Shore Cable-Houston; North Shore-Harris County; Galena Park;

Jacinto; Columbia Cable TV of Houston-Harris County; Fort Bend County; Mission; Columbia Cable TV of Rosenberg-Rosenberg; Columbia Communications Associates-Westland-Meyerland.
Other Interests: SMATV - Houston Area; Columbia Satellite Systems.

Number of operating systems: 4
Total basic subs: 28,566 (as of 07/82)
Total pay subs: 47,247 (as of 07/82)
Total homes passed: 66,266 (as of 07/82)

COMMUNICATION SYSTEMS, INC. (214) 438-0450

790 W. Airport Freeway
Irving, TX 75062

Personnel: Charles B. Lowe, President; Jim Scott, Chairman; Bruce Davis, Sr. Vice President/Operations; Tamara Shields, Ex. Vice President/Finance.
Operating Systems: Cable TV of Suligent-Suligent AL; Cable TV of Vernon-Vernon AL; Crossett Comm-Crossett AR; Cable TV of Fordyce-Fordyce AR; Cable TV of Adelanto-Hesperia-Adelanto CA; Hesperia CA; Cable TV of Alta Loma-Alta Loma CA; Cable TV of King City-King City CA; Greenfield CA; Cable TV of Meyers-Meyers CA; El Dorado County CA; Tahoe Paradise CA; Christian Valley CA; Cable TV of Tahoe-Tahoe City CA; South Lake Tahoe CA; Atchison Cablevision-Atchison KS; Danville Cablevision-Danville KY; Cable TV of Jena-Jena LA; Cable TV of La Salle-La Salle LA; Uruia LA; Avoyelles Cable TV-Marksville LA; Hessmer LA; Mansura LA; Cable TV of Winnboro-Winnboro LA; Cable TV of Lebanon-Lebanon MO; Chadron Cablevision-Chadron NE; Cable TV of Gordon-Roseville-Gordon NE; Roseville NE; Leacock Cablevision-Truth Or Consequences NM; Williamsburg NM; Cable TV of Dickinson-Dickinson ND; TV Cable of Bellefontaine-Bellefontaine OH; TV Cable of Lakeview-Russell-Lakeview OH; Russell OH; Oklahoma CATV-Eufaula OK; Checotah, OK; Hollis TV System-Hollis OK; Mustang CATV-Andrews-Bexar Cablevision-Bexar County; Canadian Cablevision-Canadian, Conroe Cable TV-Conroe Cable TV of Harris Co-Crosby, Newport; Cable TV of Floresville-Floresville; Pota; CATV of Hillsboro-Hillsboro; CATV of Highland-Highlands; CATV of Harris Co-North Carris; Alpha; Kingwood Cablevision-Humble; Forest Cove; Keenwood; Imperial Oaks Cablevision-Imperial Oaks; Montgomery Co. Cablevision-Montgomery County; Timber Ridge; Oak Ridge; Need-



ham; Woodloch; Shannon Oaks; Quanah Cablevision Corp-Quanah; Ranch County Cablevision-Ranch County; Stratford Cablevision-Stratford; Travis County; Parmer Cablevision-Travis County; Parmer; Cable TV of Virginia-Radford VA; Cable TV of Virginia-Christiansburg VA.

Number of operating systems: 42
Total basic subs: 91,361 (as of 06/82)
Total pay subs: 77,899 (as of 06/82)
Total homes passed: 133,469 (as of 06/82)

DE-CAL CABLE INC.

(512) 552-6342

P.O. Box 988
Port Lavaca TX 77979
Ownership: George Fred Rhodes, President; 50% Marion A Rhodes, 50%
Personnel: George Fred Rhodes, President; Tom Garner, Vice President; Fred Rhodes Jr., Vice President.
Operating Systems: Karnes City Cable Co-Karnes City;



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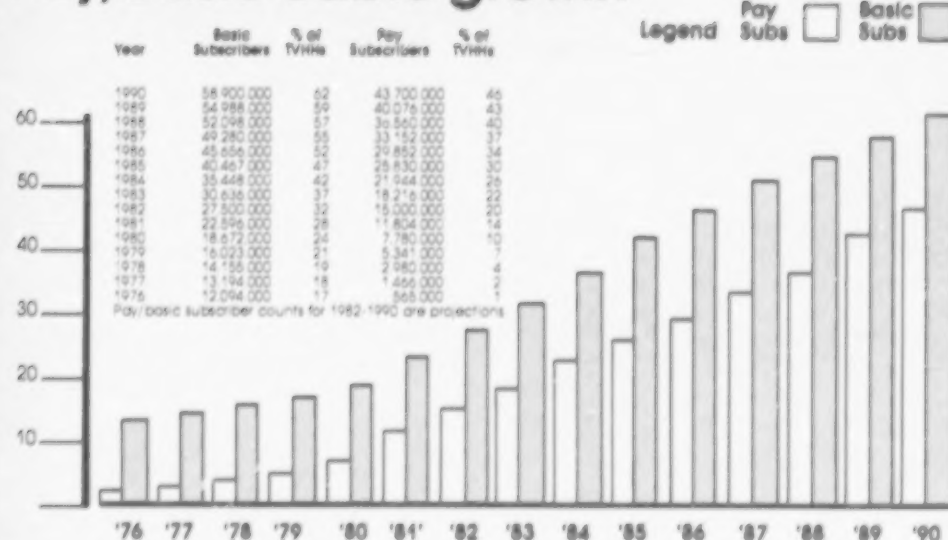
Focus on Texas

Bay City TX 77414
Ownership: Clive Runnels
Personnel: Clive Runnels, President; J.H. Landrum, Vice President



Cable stats

Pay/Basic cable growth



Cable barometer

Television households (TVHH) 82,100,000
 Homes passed by cable (HP) . 45,310,421
 Percent of TVHH passed by cable 55.2%
 Basic cable subscribers .. 26,991,845
 Percent of TVHH with basic cable 32.9%
 Percent of HP with basic cable 59.6%
 Pay cable units 14,550,000
 Percent of TVHH with pay cable 17.7%
 Percent of HP with pay cable 32.1%
 Percent of basic subs with pay cable .. 53.9%

Figures are as of October 1982

Franchising calendar

This chart examines the franchise status of communities during the second half of 1982. "Pending" refers to communities that are in the franchising process but have yet to make an award.

Alabama

Tarrant City—renewed franchise award to Alabama Cable TV (which was recently purchased by ATC) 8/82

Arizona

Apache Junction—beginning franchise process; currently selecting a cable consultant (expected by 2/83) (8,000 homes)
 Goodwin—awarded to Continental Cablevision (1,000 homes)
 South Tucson—awarded to Cox Cable 10/82

California

Redwood—awarded to Field Cablevision 8/82 (3,200 homes)
 Redwood—awarded to Communicon Inc. 11/82
 Davis—City Council approved award to Davis Cable Cooperative 12/82 (14,000 homes)
 San Juan Capistrano Valley—DOF recommended for-ranked Valley Cable award expected 1/83

East Palo Alto—developing enabling ordinance; RFP expected by early summer 1983

El Monte—final agreement signed with Group W 9/14/82

Escondido Heights—West Whittier-Rosemead-Valinda Whittier Networks—award to United Cable Television Co.

Hayward Gardens—franchise refused to Cable West; schedule for new bid proposals indefinite

Harbor City—Wilmington, San Pedro—award to Colony/Harbor Cablevision (27,000 homes)

Jawoll—franchise award to Tribune Cable Co. finalized 11/2/82 (26,000 homes)

Lompoc—negotiations with Century Communications; final agreement expected 2/83

Los Angeles—City Council expect to issue 4/83

Los Angeles—South Central Region—new bid received from Access Inc.; city evaluating proposal

Palmdale—law firm of Aronoff and Porter may assist City Council in drafting RFP; should start bids in April 1983 (22,000 homes)

Palo Alto—California Cablevision contesting referendum denying their franchise

Providence—RFP issued 1/83; proposals due 4/19/83 (12,000 homes)

Sacramento—award to United-Hi-Line Cable 9/27/82 (306,000 homes)

San Bernardino—no response to RFP

San Fernando—final agreement signed with Valley Cable 1/83

San Jose—franchise transferred to Long Beach Cablevision Co. (Times Mirror/Knight-Ridder)

South Monterey—Board of Supervisors recommended Falcon Communications (5,400 homes)

South Whittier—United Cable recommended; award expected 1/83 (1,700 homes)

Sunnyvale—city received no interest by top 30 MSA's to bid on franchise; negotiating with Sunnyvale Cable TV to renew current franchise

West Covina—issued RFP; proposals due 2/28/83 (28,000 homes)

Colorado

Greenwood Village—Mountain States Video selected in public referendum 7/13/82 (1,500 homes)

Lafayette—awarded to Lafayette Communications (Simpco Howard); ratification election scheduled for 2/22/83 (4,000 homes)

Norwalk—awarded to American Television and Communications

Parkville—awarded to Crown Cable Systems Ltd. (d/b/a Parkville Cablevision) 1/83

Wheat Ridge—voters approved franchise award to ATC 6/23

Connecticut

Enfield—various East Grand, Buford Windsor Locks East Windsor, Somers, Stafford and Union (cable area 11)—awarded to Continents Cablevision 12/82 (37,000 homes)

Windsor—Lebanon, Scotland et al. (cable area 13)—hearings with 1) National Cablevision 2) Telemedia Company of N.E. Connecticut, and 3) Eastern Connecticut Cable Television Inc.; decision expected by summer 1983

Yonkers Consortium (cable area 12)—awarded to United Cable 12/82 (22,361 homes)

District of Columbia

City Council approved cable bid; RFP to be released spring 1983

Florida

Pinellas County—award to Vision Cable of Pinellas Inc. (10,000 homes)

Port St. John—award to Pinellas Cable Systems Co. for western end of city

Tampa—final award to Tribune Cable Co. 12/82 (14,000 homes)

Tenno Verde—consultant reviewing five applications; Telenet/Spinning Wheel Enterprises, Kingston Enterprises, Centex and Highland Communications

Illinois

Addicks, West Chicago, Winfield, Worthville, Aurora (uninc. DuPage County Area)—awarded to Century Communications 11/82

App—nonexclusive franchise awarded to Multimedia Cablevision Inc. 9/82

Bensenville—awarded to Continents Cablevision 11/82

Brookview—awarded to Cablevision of Chicago 10/82 (3,300 homes)

Chicago—City Council awarded first negotiating rights for each area as follows: Area I to Cablevision Systems (300,000 homes); Area II to Group W (217,000 homes); Area III to Group W (193,000 homes); Area IV to Chicago Cable Communications (101,000 homes); Area V to Continental Cablevision (168,000 homes)

Countrywide—negotiating with Metrolife and Cablevision of Chicago

Deerfield—negotiating with Metrolife and Cablevision of Chicago

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